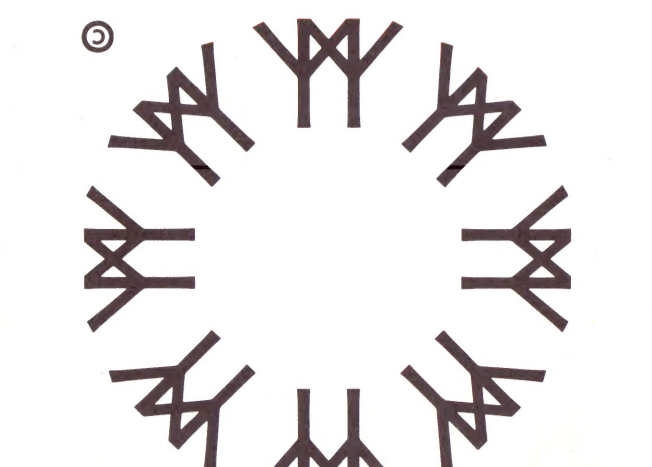




UNIVERSAL AND INTERNATIONAL EXHIBITION
1967 MONTREAL

790dxe



MAPKREB
EXPO 7-54

expo67

"Man and His World" is the theme of Expo 67, the highlight of the commemorative celebrations marking Canada's Centennial Confederation and the 325th anniversary of the founding of the city of Montreal.

The five general subthemes — Man the Explorer, Man the Producer, Man the Creator, Man in the Community and Man the Provider — are covered by a broad range of story lines and visual representations, presenting a study of how man adapts and controls his environment.

The symbol of Expo 67 is based on the ancient and worldwide symbol of man at worship: a vertical line with outstretched arms. Here joined in pairs to signify friendship and support, and the pairs arranged in a circle to represent the earth, it is truly symbolic of "Man and His World."

The exposition runs from April 28 through October 27, 1967. Tickets, available at many AAA and all CAA clubs, are \$2.50 a day, \$12 a week or \$35 per season (Canadian currency); children 2 to 12, half price. Grounds open daily at 9:30; most pavilions are open 10 to 9:30.

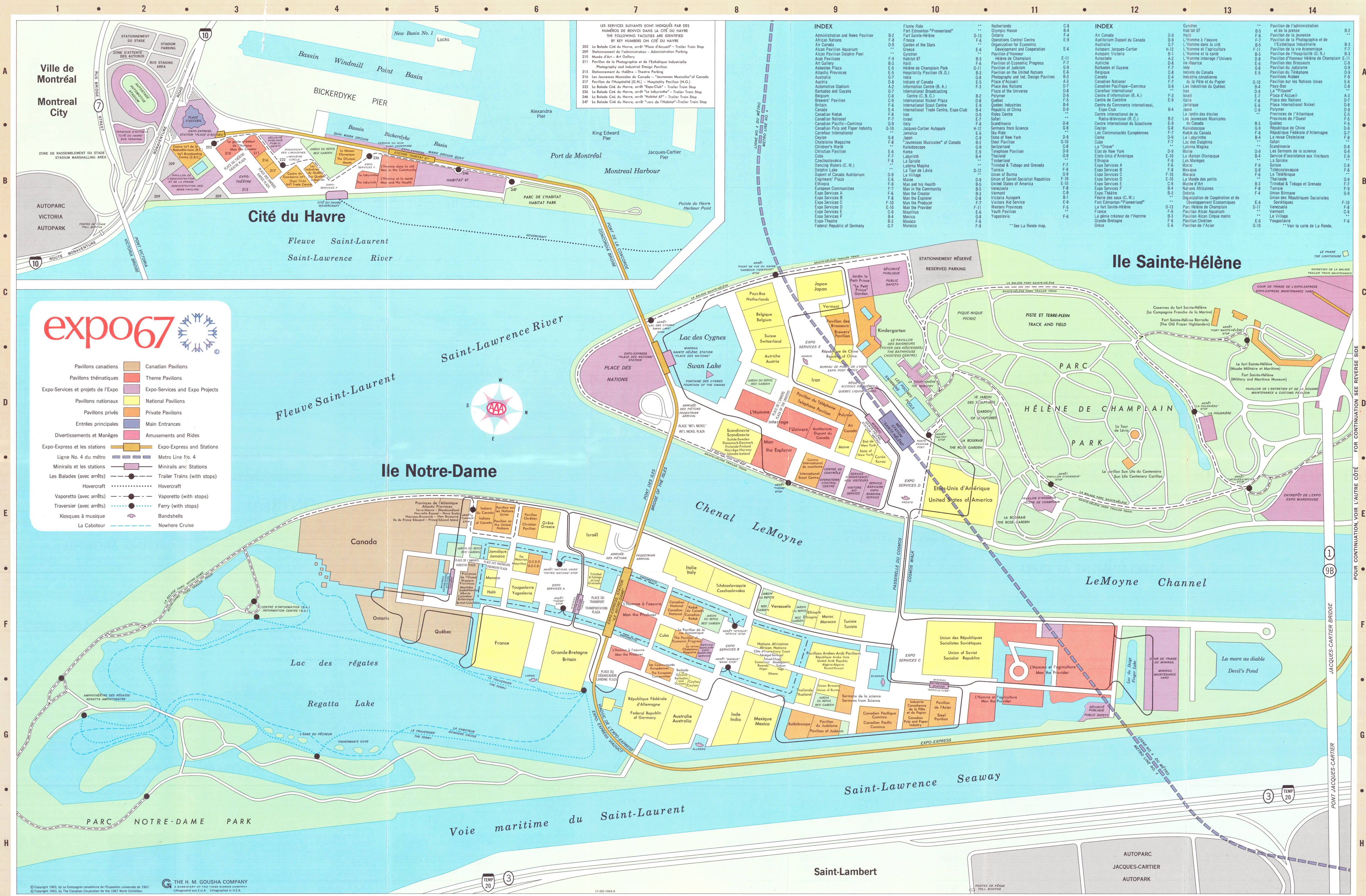
the site

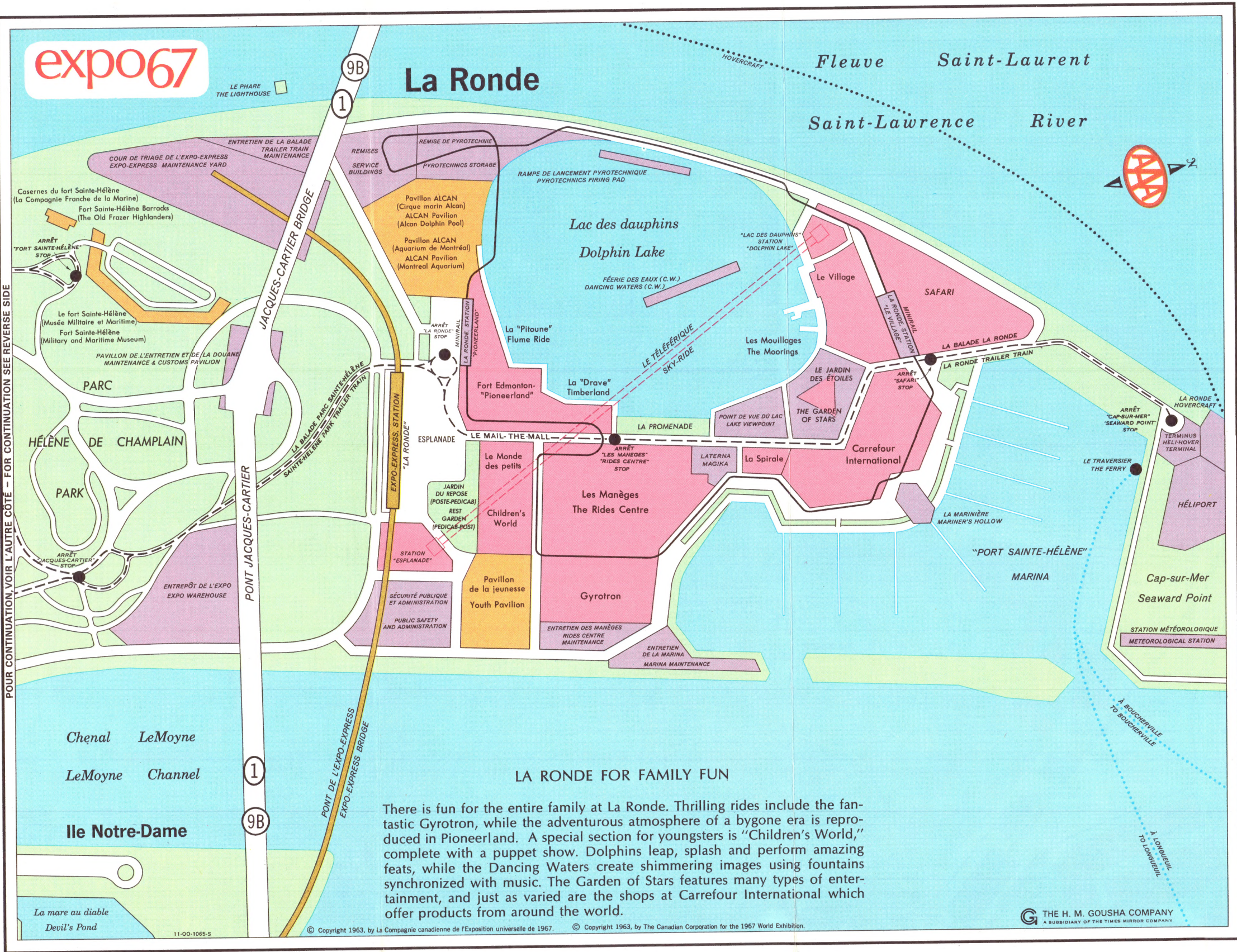
The unique site of Expo 67 centers around a complex of largely manmade islands. The main site, Ile Ste-Hélène, remains untouched and serves as a quiet place of relaxation for exhibition visitors. However, a major reclamation project has extended the island at each end to provide additional acreage for exhibition buildings and entertainment purposes.

To the right of Ile Ste-Hélène, looking downstream and separated from it by a narrow channel, is the manmade island of Notre Dame.

The third area is Mackay Pier, a breakwater shielding the upstream end of Montreal Harbour. The pier has been enlarged and improved for the purposes of the exhibition and has been renamed Cité du Havre — Harbour City.

The three geographic areas of the site are further divided into six categories of exhibitions: Theme, National, Canadian, Industrial, Special and Park Pavilions. The areas are linked together and to the mainland by subway and surface transportation systems.





GETTING TO THE SITE by automobile

The exhibition site is about a 10-minute drive from the heart of Montreal. Motorists from the city can follow special direction signs to the Victoria Bridge parking area, from where shuttle buses operate to the main gate on Mackay Pier. Motorists from the South Shore can park at the Longueuil area near the entrance to the subway station. Expo's supervised parking areas accommodate more than 20,000 cars. There is a flat rate of \$6 for parking.

by public transportation

Metro: The Montreal subway system goes directly to Expo from the city and from Longueuil to the South Shore. One-way fare 20¢.

Bus: Montreal Transportation Commission buses, connecting with Metro at no extra charge, take visitors to the main gate at Mackay Pier. Buses also have access to the La Ronde amusement area. Fare 20¢.

by air

Helicopter service operates between Montreal International Airport and the Expo 67 Heliport.

by boat

The marina, open 24 hours, has moorings for 250 boats measuring from 30 to 75 feet long. After paying harbor dues upon docking, visitors may spend the day at the marina and the social club or buy passes to the rest of the exhibition.

SIGHTSEEING AT EXPO 67

The primary transit system, Expo Express, is a fully automated electric train system that travels on an elevated roadbed for most of its 3½-mile circuit. Five stations serve the main activity areas. Passage is unlimited and free to Expo visitors. Other transportation is available within each

area for a small charge, in the form of Minirail Trains on elevated tracks or trackless Trailer Trains that run on existing roadways.

wheelchairs

Wheelchairs may be rented on an hourly or daily basis at locations near the main entrances.

host services

Visit organizers, hostesses, guides and interpreters ensure that visitors are well received on arrival and given all necessary assistance throughout the grounds.

ENTERTAINMENT AT EXPO 67

Entertainment on a gigantic scale, including cultural, popular and sports presentations, is offered at Expo 67. Most pavilions feature free entertainment. Also without charge are evening shows highlighting national and special days at the exhibition; amateur groups from across Canada performing at five bandshells; and mobile troubadour units playing to crowds lining up for admission to pavilions. The Expo Marching Band tours the site throughout the day. And, at La Ronde Amusement Area, the day-long variety is climaxed late each night by a lavish water-ski and fireworks display.

At the Place des Nations amphitheater on St. Helene Island many celebrations, special events and prize-giving ceremonies are held. In addition, displays from week to week cover items not included in the theme pavilions.

Paid-admission entertainment is presented at the Expo Theatre, near the main gate for Expo 67, and at Place des Arts in downtown Montreal. Here are featured several of the world's leading opera, ballet and theater companies, orchestras, chamber music ensembles, comedians, film festivals and light popular entertainment.

Other popular entertainment is presented at the 25,000-seat Automotive Stadium, opposite the Expo 67 main gate. Here, too, will be held such sports events as International Soccer Football, the Europe versus the American Track

and Field Meet and the North American All-Indian Field Lacrosse Tournament.

Finally, for sheer fun and relaxation, the La Ronde amusement complex offers the best and newest in entertainment, a multitude of rides and other attractions to counterbalance the more educational aspects of the rest of the exhibition.

DINING AT EXPO 67

There are approximately 60 restaurants and snack-bars, capable of seating up to 20,000 guests at a time. Some are in national pavilions where participating countries offer their exotic foods. Seafood restaurants, steak houses and cafeterias, as well as restaurants serving Hungarian, oriental, Canadian, American, Italian and French cuisine, give the visitor a very wide choice of menus. Many offer entertainment and serve alcoholic beverages and operate cocktail lounges.

In order to maintain reasonable prices, Expo has categorized all restaurants. The following classifications are based on the approximate charges for a dinner: Inexpensive (\$1), Moderate (\$1.75), Medium (\$2.50), High (\$3.75) and Deluxe (\$5).

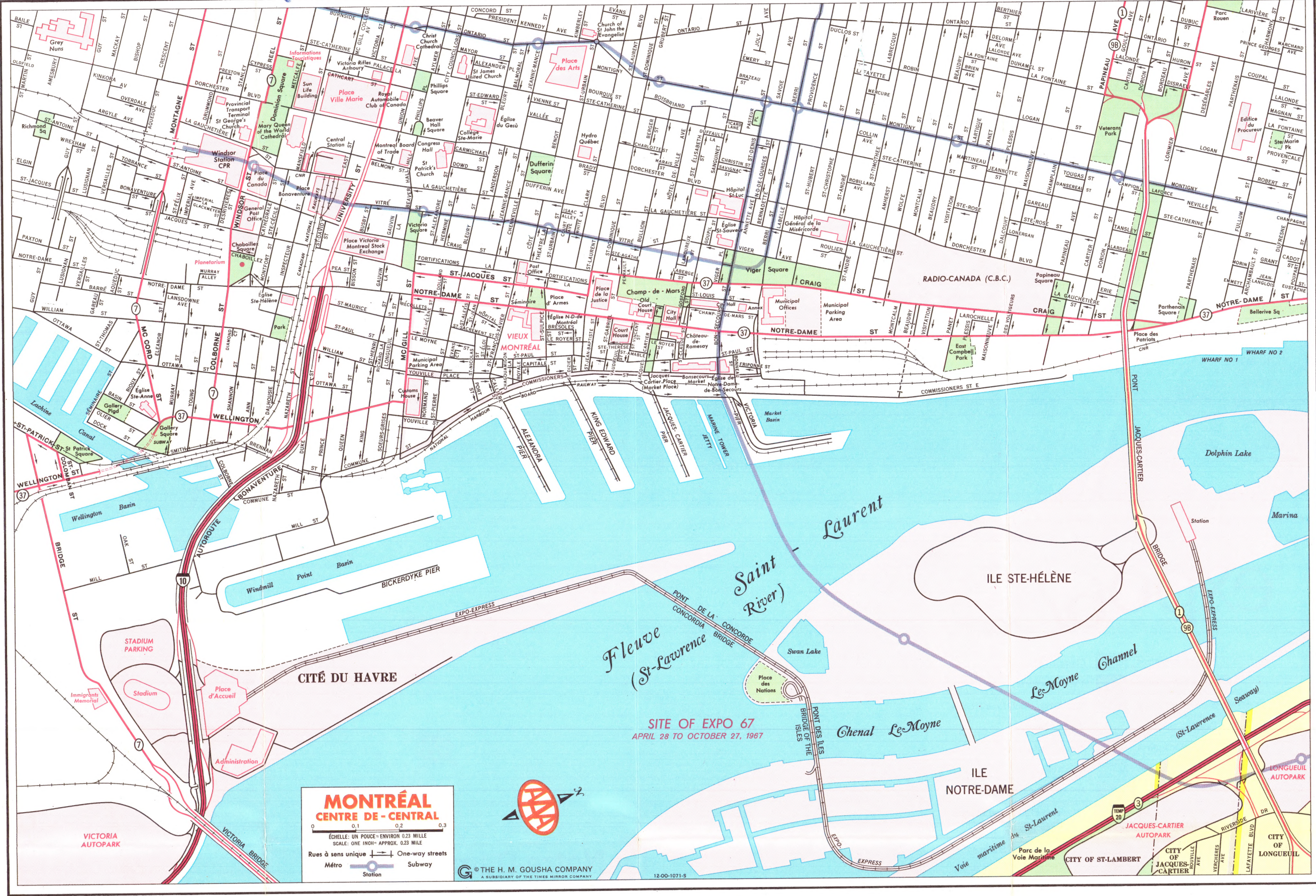
ATTRACTIONS

While a number of exhibits do not directly exploit the theme philosophy, they are related and are therefore considered thematic. Examples are:

Labyrinth—functional architecture combined with revolutionary techniques of the cinema medium.
Habitat 67—advanced concept of integrated urban dwelling, with the roof of one house being a garden for the dwelling above.

Access to all theme pavilions listed below is free. Most, especially those of participating nations, have unusual, distinctive or symbolic structural features. Highlights of some of the pavilions follow.

AFRICAN NATIONS combines exhibits of many countries. **AIR CANADA** deals with "Man, His Planet and Space." **ATLANTIC PROVINCES** has exhibits of the scenery, history, people and products of Newfoundland, New Brunswick, Nova Scotia and Prince Edward Island. A typical Atlantic coast schooner is under construction. **AUSTRALIA** presents exhibits of Science, Way of Life, Arts and National Development. **AUSTRIA** has a two-story pavilion and uses films, music, special elements and displays to present Austrian image. **BARBADOS AND GUYANA** have a joint pavilion, but with separate exhibits emphasizing contributions of each country to the story of mankind. **BELGIUM** tells the story of her past, present and future on three levels. **BRITAIN** projects her image over a wide front in five sections, unified by the theme "Challenge of Change."



MONTREAL

(pop. 1,216,025; alt. 48 ft.)

Montreal, Canada's largest city, is a bustling metropolis overcoming its island confinement by growing skyward. Buildings from 20 to 47 stories high have replaced many of the ancient structures. But the charm and stateliness of some of the former 18th and 19th-century mansions in the heart of the Old City have been preserved, providing a vivid contrast to 20th-century architectural concepts.

The Parisian atmosphere, enhanced by the fact that two-thirds of the population speaks French, holds the strongest attraction for visitors. Genteel culture, high cuisine and quaint customs exist here in a booming modern environment. The gaiety and variety of the night life closely matches that of the French capital.

Although it is a thousand miles from the ocean, Montreal, the financial, commercial and industrial nucleus of Canada, is also the national seaport. Its harbor accommodates more than 125 ocean-going vessels. Since the opening of the St. Lawrence Seaway in 1959, the city's port activities have increased significantly.

FOR THE CHILDREN

A list of places and activities with special appeal for children may, for 1967, be shortened to the exhausting variety available at Expo 67. Gullivers Trails Canada, Ltd., offers tours for children and young people; telephone 731-9391. Babysitter service may be arranged by your hotel or motel.

APPROACHES TO MONTREAL by car

The major route from the eastern United States, I-87 and US 9, connects with Autoroute 15 (Hwy. 9) in Canada to arrive in Montreal. Principal highways of eastern Canada converge here. Both Autoroute 20 (Trans-Canada Hwy.) and Hwy. 2, which connects with Autoroute 40, arrive from the northeast. Hwy. 11 and Autoroute 15 enter from the northwest. Several U.S. highways join Hwy. 401 in Ontario. It connects with Autoroute 20 in Quebec. Autoroute 20 and 40 enter Montreal from the west.

by air

The Montreal International Airport is 10 miles west of the city, off Metropolitan Blvd. (Hwy. 2) near Dorval. Regular service is maintained by domestic and international airlines. Limousine or taxi transportation is available into Montreal.

main arteries during the usual rush hours. The numerous parking lots and garages provide the safest and most convenient haven for the family car.

Climate and Clothing

Montreal's climate is invigorating, ranging from an average low of 8 degrees in January to an average high of 79 in July. Light woollens and a warm coat suffice in fall and spring. From May to September, summer clothes, with a wrap for the cool evenings, are in order. For a recorded weather report phone 861-9511.

Emergencies

Should an emergency arise it is usually best to contact the police and let them direct help to you. Police number is 872-1212; fire number is 872-1313.

Where to Stay—Where to Dine

Five large hotels and several motor hotels are grouped in the heart of the city. In general, motels and most motor hotels are on the outskirts, along all the main highways radiating from Montreal. Reservations for all types of accommodations should be made well in advance during Expo 67.

The traditional excellence of French cuisine, although a dominant factor, is only one facet of the almost unlimited possibilities offered by the more than 4,000 restaurants of Montreal. There are establishments serving the viands of the Orient, Spain, Germany, Italy, Greece and old Russia, as well as steak houses and places specializing in seafoods. Some restaurants also offer music, dancing or floor shows; the choice of atmosphere is as broad as the choice of food. Prices range from inexpensive (\$1 to \$2 for a dinner) to deluxe (about \$5). A 15-percent tip is standard. Again, it is prudent to have reservations.

Liquor Regulations

The legal age for purchase and consumption of alcoholic beverages is 20. Package sales of hard liquor and wines are made only at Provincial Government outlets. Beer and ale are sold only at licensed grocery stores (not supermarkets). More than 50 official stores are scattered throughout the metropolitan area; open Mon. 1 to 6, Tues. through Fri. 10 to 6, Sat. 9 to noon.

Liquor by the drink is sold in hotels, restaurants and clubs. Nightclubs are open from 2 p.m. to 3 a.m. Mon. through Sat., 6 p.m. to midnight on Sun. when liquor is available only with meals. Only beer and ale are served at taverns, which are open 8 a.m. to midnight daily, except Sun.; no women are permitted in taverns.

Night Life

Whether your mood is for an intimate little cocktail lounge, a lounge with music and specialty or a full-fledged nightclub with dancing and floor shows, Montreal can fulfill it. Within these three categories fall atmosphere and entertainment from every cranny of the world. Near Eastern belly dancers, gusty German gemütlichkeit, pop and op art decorated discotheques, ragtime, Montmartre can-can or burlesque are here for the choosing. A comprehensive listing of many of the popular nightspots may be found in "Current Events," a weekly publication obtainable at most hotels or for 25¢ at other places where visitors congregate.

Sightseeing and Guides

The visitor to Montreal has a wide choice of tour itineraries and price. Gray Line, Murray Hill and Montreal Sightseeing are the major bus tour companies. A taxi is a flexible, convenient way to see the city. And, guides are available to ride in your own car.

The competency and fees of all guides are regulated by law. Guides must hold a certificate from the School of Tourism of the University of Montreal; they must wear an official city badge; and they must produce on demand a valid tourist guide license. To engage a guide contact the Provincial Department of Tourism or the Montreal Municipal Tourist Bureau. Arrangements for sightseeing tours may be made at the CAA Royal Automobile Club.

Attractions

Complete information about Montreal's attractions, some of which are listed below, can be found in the CAA-AAA Eastern Canada Tour Book.

Basilia of Mary Queen of the World is a Roman Catholic cathedral on Dominion Square.
Botanical Garden of Maisonneuve Park is in the eastern part of the city and contains over 10,000 varieties of plants.
Montreal Museum of Fine Arts, 1379 Sherbrooke St. W., contains an unusual collection of ancient glass and a valuable collection of paintings.
Mount Royal Park, on the summit of Mount Royal in the center of the city, is the scene of winter sports events and summer concerts and plays.
Notre-Dame-de-Montreal, a French-Canadian church, is on the Place d'Armes.
Old Montreal, 95 acres bounded by the river, McGill, Notre Dame and Berri Sts., is an historic area encompassing the site of Ville Marie, the original settlement.
Radio Canada Building, 1425 Dorchester Blvd. W., offers tours of its modern radio and television studios.

CAA-AAA Clubs

The clubs of the Canadian Automobile Association provide the same services for AAA members as do the AAA clubs in the U.S. The Royal Automobile Club of Canada is located at 1206 Union Avenue. During Expo 67 the touring bureau is open Mon. through Sat. 9 to 5, closed Sun. and holidays; telephone 878-2661.

